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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/518,783	12/20/2004	Naoki Yoshida	SONY JP 3.3-309	3164
530	7590	04/19/2010	EXAMINER	
LERNER, DAVID, LITTENBERG, KRUMHOLZ & MENTLIK 600 SOUTH AVENUE WEST WESTFIELD, NJ 07090			RABOVIAINSKI, JIVKA A	
			ART UNIT	PAPER NUMBER
			2426	
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			04/19/2010	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No. 10/518,783	Applicant(s) YOSHIDA, NAOKI
	Examiner JIVKA RABOVIANSKI	Art Unit 2426

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If no period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED. (35 U.S.C. § 133).

Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 09 March 2010.
 2a) This action is FINAL. 2b) This action is non-final.
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1 – 8 and 10 – 19 is/are pending in the application.
 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
 5) Claim(s) _____ is/are allowed.
 6) Claim(s) 1 – 8 and 10 – 19 is/are rejected.
 7) Claim(s) _____ is/are objected to.
 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.
 10) The drawing(s) filed on 20 October 2004 is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) Notice of References Cited (PTO-892)
 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
 3) Information Disclosure Statement(s) (PTO/SB/06)
 Paper No(s)/Mail Date _____

4) Interview Summary (PTO-413)
 Paper No(s)/Mail Date _____
 5) Notice of Informal Patent Application
 6) Other: _____

DETAILED ACTION

Continued Examination Under 37 CFR 1.114

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 03/09/2010 has been entered.

Status of Claims

2. Claims 1 – 8 and 10 – 19 are pending

Claim 9 is cancelled.

Claims 1, 4, 10, 11, 12, 13, 14, 15, 16, 17, 18 and 19 have been amended.

Claim Rejections - 35 USC § 103

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 1 – 8, 10 - 19 are rejected under 35 U.S.C. 103(a) as being unpatentable over Holtz (USPN 6,760916, referred to as Holtz), and further in view of Yuen (USPPGPubN20040010806, referred to as Yuen).

§5 - 8 apply.

Regarding claims 1, 10 and 12:

Holtz teaches first production means for producing a first content of a video signal and/or an audio signal (Holtz, C 6: L 53 – 60, C7, L 39 – 42);

Holtz teaches second production means for producing a second content corresponding to the first content, the second content including a script for outputting a graphical user interface, and the script includes a description for causing a reception apparatus to execute (Holtz, C 7: L 42 – 47, C 43: L 57 – 59, C 8: L 60 – 67, C 41: L 36 – 54, Fig. 11; EN: production means for producing - “enhanced media”; content including script (e.g. with XML);

Holtz teaches a process for producing use history information including a predetermined content in accordance with a use result related to the use by a user of the first content in the reception apparatus (Holtz, C

36: L 54 – 67, C50: L 23 - 26, C 44: L 6 – 9, C 36: L 54 – 67, C 46: L 23 – 25, C 46: L 30 – 32);

Holtz teaches a process for changing the graphical user interface based on the use history information so as to change a service to be provided with an operation to a user interface screen picture (Holtz, Figs. 11, 12/1108a, C 44: L 6 – 8);

Holtz teaches sending means for providing, as a broadcast, a transmission output of the second content in combination with the first content C 8: L23 – 41, C 35: 16 -24);

Holtz teaches the style of the graphical user interface being adaptively varied by the reception apparatus according to the first content and a viewing history of the first content, the viewing history of the first content being stored in the reception apparatus. (Holtz, Fig. 11 and C 8: L 35 – 41, C 42: L 59 – 61; C 41: L 48 – 49; C 13: L 19 – 31, C 32: L 7 – 31, C 32: L 36 - 38; EN: a *user profile* is automatically created from a cookie or similar identifier that is *deposited (stored)* on the enhanced *media client 120 operated by the user*; media index permits users to save content as they wish for later requests where the media index resides on an enhanced media client 120; enhanced media client 120 receives a customized

preprogrammed show according to the user's profile (according to the first content and a viewing history); receive the most updated version of the new stories; establish *a user profile* to specify the contents, duration and layout; the media streams can be modified according to the interests of the user of enhanced media client 120, reassembled and streamed in the new configuration).

Holtz teaches by activating a button on the graphical user interface a user can switch between a top screen picture which includes a first main screen picture area displaying moving pictures at a first size and centered at a first position on a display, and a list screen picture which includes a second main screen picture area displaying moving pictures at a second size and centered at a second position on the display (Holtz, C 42: L 30 – 34; EN: the interrupt button for viewer control can also be used with a commercial advertisement where the user could activate the interrupt button for viewer control to pause or save the commercial advertisement to a file for future viewing and C 42: L 20 – 24 - viewer controls are also operable to support PIP functionality, viewer size and the like where the viewer controls include an interrupt button.

Holtz does not explicitly teach:

- a button on the graphical user interface a user can switch between two screens with same image located on different place on the screen.

Yuen teaches:

The IPG includes one or more interactive advertising panels Fig. 1A/12, 14, and 16 through which interactive advertising or t-commerce opportunities can be delivered to users. [0026] - Advertising panels 14 and 16 may be utilized to advertise a product or service through the IPG. The product/service may or may not be related to one or more of the programs listed in the IPG. [0027] - *Using a remote control* or other input device, a user may select the product/service advertising panel. [Using a remote control or other input device, a user may select the product/service advertising panel. During the full screen advertisement (a top screen picture), an icon appears on the screen to alert the user that an interactive advertising or t-commerce opportunity is available. [0030] - Using a remote control or other input device, a user may select the icon. Selecting the icon will provide the user with additional information about the advertised product (Fig. 1B) ... [0031] - Upon selections of a particular product (e.g., Pizza) Fig. 1C (a top screen picture – full screen), more information (and

choices) about the selected product may be displayed to the user (second main screen picture area displaying moving pictures at a second size Fig. 1D/the image of the pizza on the top left side of the screen), as shown in FIGS. 1E and 1F.

Rationale:

Holtz and Yuen are from the same field of endeavor. It would have been obvious to one of ordinary skill in the art at the time the invention was made to incorporate Yuen with the teaching of using a button on the graphical user interface a user can switch between two screens with same image located on different place on the screen into the invention of Holtz for the purpose of making the system to be easy to use.

Regarding claims 2 and 5:

Holtz teaches the transmission apparatus according, wherein the first content is compressed and coded, and transmitted (Holtz, see analysis of claim 1; C 25: L 60 - 67; C 26: L 1-10).

Regarding claims 3 and 6:

Holtz teaches the transmission apparatus wherein the second content is transmitted as data broadcast (Holtz, see analysis of claim 1 and C 14: L1 - 30).

Regarding claims 4, 14 and 15:

Holtz teaches reception means for receiving first content including a video signal and/or an audio signal transmitted as a broadcast and a second content corresponding to the first content, the second content including a script including a description for causing the reception apparatus to execute: (Holtz, C 7: L 66 – 67, C 8: L 1 – 12, C 11: L 45 – 56, C 7: L 42 – 47; EN: a second content - “enhanced media”; the second content including a script (e.g. with XML);

Holtz teaches a process for producing use history information including a predetermined content in accordance with a use result (e.g. selection of a hyperlink) related to the use by a user of the first content in the reception apparatus (Holtz, C 36: L 54 – 67, C 50: L 23 – 26, C 44: L 6-9 C 46: L 23 – 25, C 46: L 30 - 32);

Holtz teaches a process for changing the graphical user interface based on the use history information so as to change a service to be provided with an operation to a user interface screen picture (Holtz, Figs. 11, 12/ 1108a C 44 : L 6 – 8 C 8 : L 23 – 41, Figs. 11 and/or 12);

Holtz teaches user interface forming means for forming a graphical user interface to be output together with a picture as the first content in

accordance with the script, for producing and storing the use result, and for executing, in accordance with the script, a process for changing the graphical user interface based on the use history information so as to change the service to be provided with the operation to the user interface screen picture (Holtz, Fig. 11/ 1102 C 14: L19 – 31, C 13: L 21 - 31);

Holtz teaches the style of the graphical user interface being adaptively varied by the reception apparatus according to the first content and a viewing history of the first content, the viewing history of the first content being stored in the reception apparatus. (Holtz, Fig. 11 and C 8: L 35 – 41, C 42: L 59 – 61; C 41: L 48 – 49; C 13: L 19 – 31, C 32: L 7 – 31, C 32: L 36 - 38; EN: a user profile is automatically created from a cookie or similar identifier that is *deposited (stored)* on the enhanced media client 120 operated by the user; media index permits users to save content as they wish for later requests where the media index resides on an enhanced media client 120; media index permits users to save content as they wish for later requests where the media index resides on an enhanced media client 120; enhanced media client 120 receives a customized *preprogrammed* show according to the user's profile (according to the first content and a viewing history); receive the most updated version of the new

stories; establish a *user profile* to specify the contents, duration and layout; the media streams can be modified according to the interests of the user of enhanced media client 120, reassembled and streamed in the new configuration).

Holtz teaches by activating a button on the graphical user interface a user can switch between a top screen picture which includes a first main screen picture area displaying moving pictures at a first size and centered at a first position on a display, and a list screen picture which includes a second main screen picture area displaying moving pictures at a second size and centered at a second position on the display (Holtz, C 42: L 30 – 34; EN: the interrupt button for viewer control can also be used with a commercial advertisement where the user could activate the interrupt button for viewer control to pause or save the commercial advertisement to a file for future viewing and C 42: L 20 – 24 - viewer controls are also operable to support PIP functionality, viewer size and the like where the viewer controls include an interrupt button.

Holtz does not explicitly teach:

- a button on the graphical user interface a user can switch between two screens with same image located on different place on the screen.

Yuen teaches:

The IPG includes one or more interactive advertising panels Fig. 1A/12, 14, and 16 through which interactive advertising or t-commerce opportunities can be delivered to users. [0026] - Advertising panels 14 and 16 may be utilized to advertise a product or service through the IPG. The product/service may or may not be related to one or more of the programs listed in the IPG. [0027] - *Using a remote control* or other input device, a user may select the product/service advertising panel. [Using a remote control or other input device, a user may select the product/service advertising panel. During the full screen advertisement (a top screen picture), an icon appears on the screen to alert the user that an interactive advertising or t-commerce opportunity is available. [0030] - Using a remote control or other input device, a user may select the icon. Selecting the icon will provide the user with additional information about the advertised product (Fig. 1B) ... [0031] - Upon selections of a particular product (e.g., Pizza) Fig. 1C (a top screen picture – full screen), more information (and

choices) about the selected product may be displayed to the user (second main screen picture area displaying moving pictures at a second size Fig. 1D/the image of the pizza on the top left side of the screen), as shown in FIGS. 1E and 1F.

Rationale:

Holtz and Yuen are from the same field of endeavor. It would have been obvious to one of ordinary skill in the art at the time the invention was made to incorporate Yuen with the teaching of using a button on the graphical user interface a user can switch between two screens with same image located on different place on the screen into the invention of Holtz for the purpose of making the system to be easy to use.

Regarding claim 7:

Holtz teaches the user is allowed to perform operations to the user interface picture (Holtz, C 39: L 50 – 55, C 50: L 23 – 26; EN: see analysis of claim 4).

Regarding claim 8, Holtz teaches a mark operation is performed on the selected one of the first content; and

Holtz teaches the graphical user interface changes in response to the mark operation (Holtz, C 34: L 40 – 61, EN: activating hyperlink).

Regarding claim 9:

Holtz teaches the graphical user interface changes in accordance with a viewing history of the first content (Holtz, C 39: L 50 – 55, C 50: L 23 – 26; EN: see analysis of claim 4).

Regarding claim 11:

Holtz teaches reception means for receiving first content including a video signal and/or an audio signal transmitted as a broadcast and a second content corresponding to the first content, the second content including a script (e.g. with XML) including a description for causing the reception apparatus to execute: (Holtz, C 7: L 66 – 67, C 8: L1 – 12, C 11: L 45 – 56, C 7: L 42 – 47; EN: a second content - “enhanced media”; the second content including a script (e.g. with XML);

Holtz teaches interface forming means for forming a graphical user interface to be output together with a picture as the first content in accordance with the script, for producing and storing the use result, and for executing, in accordance with the script, a process for changing the graphical user interface based on the use history information so as to change the service to be provided with the operation to the user interface

screen picture (Holtz, Figs. 11, 12/ 1102, C 13: L 21 – 31, C 14: L 19 – 31, C 46: L 23 – 25, C 46: L 30 – 32; EN: see also analysis of claim 4);

Holtz teaches the style of the graphical user interface being adaptively varied by the reception apparatus according to the first content and a viewing history of the first content, the viewing history of the first content being stored in the reception apparatus. (Holtz, Fig. 11 and C 8: L 35 – 41, C 42: L 59 – 61; C 41: L 48 – 49; C 13: L 19 – 31, C 32: L 7 – 31, C 32: L 36 - 38; EN: a user profile is automatically created from a cookie or similar identifier that is *deposited (stored)* on the enhanced media client 120 operated by the user; media index permits users to save content as they wish for later requests where the media index resides on an enhanced media client 120; media index permits users to save content as they wish for later requests where the media index resides on an enhanced media client 120; enhanced media client 120 receives a customized *preprogrammed* show according to the user's profile (according to the first content and a viewing history); receive the most updated version of the new stories; establish a *user profile* to specify the contents, duration and layout; the media streams can be modified according to the interests of the user of

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Rationale:

Holtz and Yuen are from the same field of endeavor. It would have been obvious to one of ordinary skill in the art at the time the invention was made to incorporate Yuen with the teaching of using a button on the graphical user interface a user can switch between two screens with same image located on different place on the screen into the invention of Holtz for the purpose of making the system to be easy to use.

Regarding claims 13 and 16 - 19, see analysis of claims 1 and 4.

Examination Considerations

5. The claims and only the claims form the metes and bounds of the invention. "Office personnel are to give the claims their broadest reasonable interpretation in light of the supporting disclosure. *In re Morris*, 127 F.3d 1048, 1054-55, 44USPQ2d 1023, 1027-28 (Fed. Cir. 1997). Limitations appearing in the specification but not recited in the claim are not read into the claim. *In re Prater*, 415 F.2d, 1393, 1404-05, 162 USPQ 541,550-551 (CCPA 1969)" (MPEP p 2100-8, c 2, I 45-48; p 2100-9, c 1, I 1-4). The Examiner has full latitude to interpret each claim in the broadest reasonable sense. Examiner will reference prior art using terminology

familiar to one of ordinary skill in the art. Such an approach is broad in concept and can be either explicit or implicit in meaning.

6. Examiner's Notes are provided with the cited references to prior art to assist the applicant to better understand the nature of the prior art, application of such prior art and, as appropriate, to further indicate other prior art that maybe applied in other office actions. Such comments are entirely consistent with the intent and spirit of compact prosecution. However, and unless otherwise stated, the Examiner's Notes are not prior art but a link to prior art that one of ordinary skill in the art would find inherently appropriate.

7. Unless otherwise annotated, Examiner's statements are to be interpreted in reference to that of one of ordinary skill in the art. Statements made in reference to the condition of the disclosure constitute, on the face of it, the basis and such would be obvious to one of ordinary skill in the art, establishing thereby an inherent *prima facie* statement.

8. Examiner's Opinion: paragraphs 5 - 7 apply. The Examiner has full latitude to interpret each claim in the broadest reasonable sense.

Contact

9. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Jivka Rabovianski whose telephone number is (571) 270-1845. The examiner can normally be reached on M-F 8:30-6:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, JOSEPH HIRL can be reached on (571) 272-3685. Customer Service can be reached at (571) 272-2600. The fax number for the organization where this application or proceeding is assigned is (571) 273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

/Jivka Rabovianski/

April 15, 2010

/Joseph P. Hirl/

Supervisory Patent Examiner, Art Unit 2426

April 15, 2010